". . . to extend the boundaries of the campus

to the boundaries of the state . . . "

RADIO BROADCASTING SERVICES

EXTENSION DIVISION

THE UNIVERSITY OF ALABAMA

THE TOTAL RESOURCES OF THE UNIVERS

A Great Reservoir of Trained Minds .

It goes almost without saying that a university is a reservoir of trained minds and of specialized and general knowledge pertaining to the arts, sciences, and various professional fields. And it follows that a state university has, in addition to its function of training students, an obligation to extend its educational resources to meet the needs of the people who support it . . . that is, to extend the boundaries of the university campus to the boundaries of the state.

YOUR UNIVERSITY

TY SERVING THE STATE THROUGH RADIO

. *A Great Medium of Communication*

The Radio Broadcasting Services of the Extension Division of the University of Alabama, making use of one of the most effective mediums of mass communication—radio, has planned its schedule of programs to touch upon four major areas in the lives of its adult Alabama audience. Through radio the University taps all of its resources to make a contribution to the health, home and family life, culture, and general information of the people of Alabama.

LITTLE CONCERTS

SEVEN PROGRAMS A WEEK FOR

"ALABAMA ROUND TABLE"—A 30-minute program planned to supplement the information of its listeners on topics of current importance nationally, internationally, and locally. Alabama Round Table draws its participants from important visitors to the campus, men and women throughout the state with special training and experience, and members of the University faculty.

"YOUR AND YOUR HOME"—A 15-minute program produced in cooperation with the School of Home Economics. On this program members of the Home Economics faculty are interviewed on subjects chosen for their timeliness and interest to Alabama homemakers.

THE PETER T. ALLENS

AN ADULT ALABAMA AUDIENCE

"HOPE FOR TOMORROW"—A 15-minute program sponsored by the American Cancer Society. This program, which presents a wide range of information about cancer, is the only one of the seven for which scripts are prepared by another agency. Local doctors and dentists cooperate in the presentation of the series.

"THE PETER T. ALLENS"—A 15-minute unit-serial drama, produced in cooperation with the Alabama Congress of Parents and Teachers. The purpose of the series, which is built around the Allen family, is to suggest ways of meeting many problems that are common to all families.

YOU AND YOUR HOME

FOR A GREAT

"LITTLE CONCERTS"—A 15-minute program of good music presented by members of the faculty of the Department of Music. On this program, music is selected from the masters, both classical and modern, for its "listenability" rather than for its impressive nature.

"YOUR UNIVERSITY"—A 15-minute "news and interviews" program, produced to give the people of the state an insight into the work and other activities of the University. The Journalism Department cooperates in gathering and writing the news and students handle the interviews and announcing.

ALABAMA ROUND TABLE

ER ALABAMA

"LIFE AND HEALTH"—A 15-minute program produced in cooperation with the Medical College of the University in Birmingham. The purpose of this program s to give an object lesson in health, to argue against self treatment and for frequent check-ups with one's physician, and to educate the public in recognizing early symptoms of trouble which should be called to the attention of a doctor.

"SPECIAL EVENTS"—Many special broadcasts from the University each year make available to the people of the state guest speakers of importance and "bring the people" to the campus for the big event.

PRODUCTION STAFF

ALABAMA STATIONS SCHEDULING UNIVERSITY BROADCASTS

Daily

WAPI	BIRMINGHAM
WMFT	FLORENCE
WFUN	HUNTSVILLE
WTBC	TUSCALOOSA

Daily Except Sunday

WGAD	GADSDEN

Sunday Only

WJBY	GADSDEN

One Program a Week by Transcription

WCTA	ANDALUSIA
WHMA	ANNISTON
WKLF	CLANTON
WMOB	MOBILE
WHBB	SELMA

Additional stations in the state join frequently in a network for special occasion broadcasts from the University.

University of Alabama
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MR FRANK SCHOOLEY
RADIO STATION WILL-FM
UNIVERSITY OF ILLINOIS
URBANA ILLINOIS

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